

The visual organisation: how big data is revolutionising design?

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PRACTICE- BASED RESEARCH**

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PHDBYDESIGN



FOREWORD

PhD by Design events enable early-career design researchers to explore multiple aspects of practice-based knowledge production. Our main purpose is to create a supportive and engaged environment where researchers share and work through experiences, dilemmas and doubts.

In different institutional settings, the PhD by Design team has been experimenting and testing inventive formats for bringing researchers together to explore emergent topics - such as messiness, dissemination, difference, and future of practice-based research. We are committed to building a diverse community of practice-based design researchers by forming new ramifications and collaborations for each conference and event.

This year, we are thrilled to collaborate with six doctoral students –Amro Yaghi, Aya Musmar, Cagri Sanliturk, Eleni Pashia, John Jeong and Maha Al-Ugaily – from the Sheffield School of Architecture, who through their engagement and energy transformed the conference experience and actively contributed to the PhD by Design platform.

Looking forward to see where this collaborative venture will take us next.

Bianca Elzenbaumer (*Leeds College of Art*),
Alison Thomson and Maria Portugal
(*Goldsmiths, University of London*)

CONTENTS

Local Organising Team Reflection
p. **5**

Contributors and Participants
p. **6 - 7**

Conference Program
p. **9 - 11**

Discussion Sessions 1 - 8
p. **13 - 29**

Workshops
p. **31 - 43**

Instant Journal Activity
p. **45 - 123**



REFLECTION

PhD by design conference aims at creating a multidisciplinary platform where students debate “design” and “research” as combined terms, using each of the terms to explore and reflect upon the other alternatively.

Having this year’s PhD By Design conference hosted at University of Sheffield School of Architecture, our theme has been inspired by our school longstanding commitment to the political disposition of the self in research. This year’s theme aims at articulating the “idea of the self in practice-led research”. Subjectivity is how our platform in Sheffield brings the two terms into discussion. We aspire to break the conceived notion of design to redefine it as the process of struggles with the self: confession, realization, disguise and evolution. We invite our participants to confess their positioning, transformation, ambiguity of ‘the self’.

To confess this position, we bring the question of who ‘I’ am to be evoked in research, to be brought into focus, exposed and examined, critiqued and debated. We seek to engage with narratives of ‘self’; how the notion of the researcher self has been assumed and embodied and what it is yet to become in research. Our themes will mainly address our “Becoming”. Becoming a researcher, a machine, a model, a woman, a self... through design.

PhD by Design Sheffield Team

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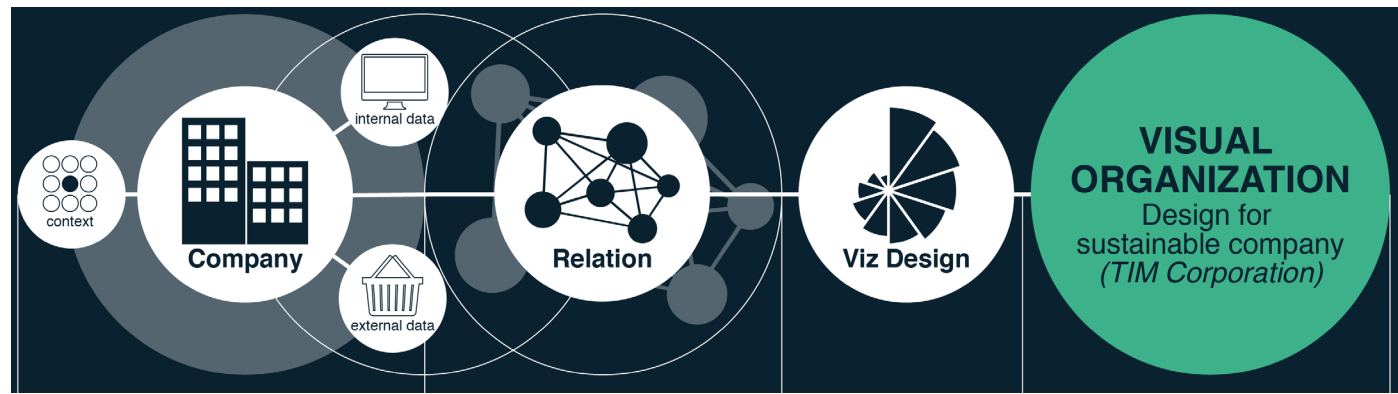
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The visual organisation: how big data is revolutionising design?

Keywords: Data Visualization, Systemic Innovation Design, Business Organization

ABSTRACT

Big data are totally changing the business rules, society, as well as the perception of ourself. The need of a big data oriented culture is becoming essential for any business organization that has an informative assets. These assets lead on one side to the need to re-design the organization structure, and on the other side to perceive them as a complex system comprehensible only through data and the strength between their relations.

The PhD project aims to exploring data visualization as a fundamental medium to explore phenomena, encouraging thinking, information memorization and interpretation. The transformation from data to information, anyway, isn't that simple, but is a continuous improvement path where data are collected, categorized and contextualized in a specific ecosystem.

Data visualization become an output that redefine a new kind of firm: the visual organization, a system more flexible and creative, able to enabling always sustainability practices.

How big data is revolutionizing design? Until now, the research about data involved mainly branch of knowledge like computer science, management and business. The results of big data analysis are convey, in most cases, in a visual way. For this reason it's necessary to insert a new expertise: the data designer, a competence that goes beyond the scientific data analysis and that has a strong role over the whole design process. This new expertise have to be able to rethink both the workflow introducing a decision making set in which its presence offers data value, and the language renewing and combining graphic solution to increase knowledge and understanding.

More specifically, the design competence will be able to close the gap between the preliminary data collection and the appropriate data selection, their networking and visualization.

For this reasons, data designer competence inside companies may become a real asset to re-imaging all aspects of an organization from physical workplaces to communications in order to simulate new scenarios, to develop new products and services and to enable always more new sustainability and innovation best practice, helping companies become more adaptive, creative and prolific. Due to complexity of the issue, a multidisciplinary approach is required: the PhD program is carried out in collaboration with TIM Research Lab.

BIO

Chiara Remondino holds a MS in Ecodesign and she is currently pursuing her PhD in Management, Production and Design at the Polytechnic of Turin.

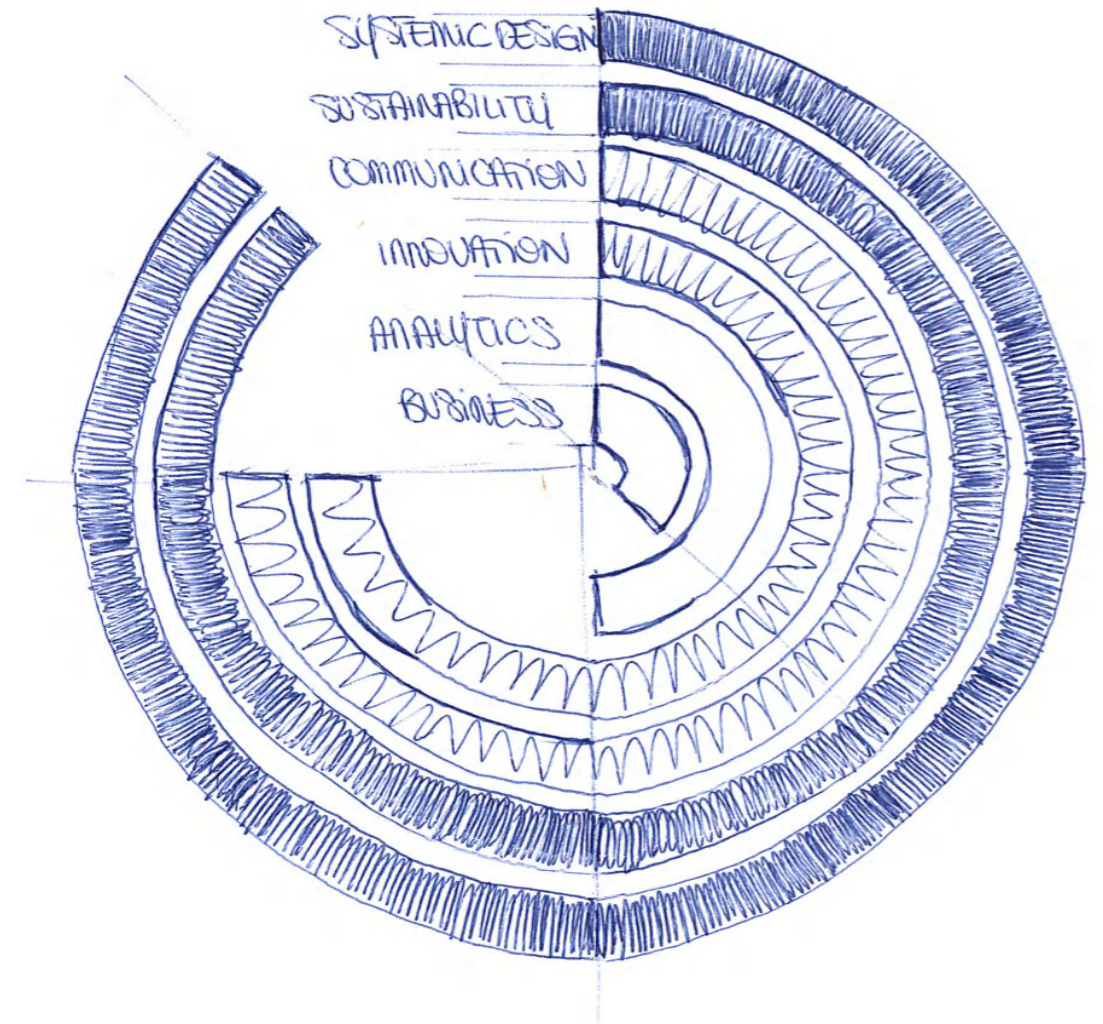
She has a background in sustainable and systemic design and her recent research is focused on big data, data visualization and business organization; she also obtained a Lagrange - ISI Foundation fellowship on interaction in complex system.

In 2015, she found with other colleagues the Innovation Design Lab with the aim to support and enable sustainable and innovative project.

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